



Motorcycle Industry Council
Media Relations
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NEW *Revive Your Ride!* Holiday Ads Available for Free Online

Just in the Jolly ol' Saint Nick of time to help drive traffic

Irvine, Calif., Dec. 8, 2009 – There's still time to drive traffic into dealerships this holiday season and the Motorcycle Industry Council (MIC) has posted new Revive Your Ride! ad templates designed to do just that.

Featuring the logo and thematic elements of the industry's Revive Your Ride! promotional campaign, the ads offer different ideas to help get customers through the door and into the holiday buying spirit. The ads are available free of charge at the Revive Your Ride! website, <http://online2.mic.org/reviveyourride/Downloads.aspx>, where they can be downloaded and customized as needed.

"Let Santa Revive Your Ride! with Christmas Closeouts," is the theme of one of the ads. Another conveys that it's "Way Better than Mistletoe" to Revive Your Ride! The third ad, "Drop off your Toys for Tots; Get a Gift to Revive Your Ride!" suggests that dealerships provide a \$10 gift certificate good toward a purchase of \$50 in merchandise for every toy dropped off. An additional four headlines and ad copy are available, also free of charge:

- Merry Savings Going on Now with Revive Your Ride!
- 'Tis the Season to Revive Your Ride!
- On the hunt for great gifts? Think Revive your Ride! for everyone on your list
- Revive Your Ride! with our Ho-Ho-Ho Holiday Lay-Away. Spend a little now, save a lot later

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“Through the Revive your Ride! promotional campaign, we’re offering free downloadable logos, web banners, holiday postcards, a customizable animated holiday e-card, and now these creative ads,” said MIC Vice President Cam Arnold. “It’s up to dealerships, member companies, media, and industry affiliates to put these tools to use to help drive traffic this holiday season. That’s something that would make us all very merry.”

Launched by the MIC Board of Directors in November, Revive Your Ride! is the first industry-wide promotional campaign designed to help raise consumer awareness about special dealership sales, incentives and activities across the nation to help increase dealership traffic. Dealerships can download logos, advertising templates and other promotional items, all for free at www.mic.org/reviveyourride.

Early participating MIC members include:

- Advanstar
- Dealernews
- GE Money
- Kendon Industries
- Motorcycle USA
- Parts Magazine
- Powersports Business
- RK Excel America
- Schiefer Media, Inc.
- The Creative Works
- Vroom Network

The Motorcycle Industry Council exists to preserve, protect and promote motorcycling through government relations, communications and media relations, statistics and research, aftermarket programs, development of data communications standards, and activities surrounding technical and regulatory issues. It is a not-for-profit, national industry association representing manufacturers and distributors of motorcycles, scooters, motorcycle/ATV/ROV parts and accessories, and members of allied trades such as insurance, finance and investment firms, media companies and consultants.

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The MIC is headquartered in Irvine, Calif., with a government relations office near Washington, D.C. First called the MIC in 1970, the organization has been in operation since 1914. Visit the MIC at www.mic.org. Visit Revive your Ride! website at www.mic.org/reviveyourride.

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